

MASTERING YOUR MARKETING FUNNEL FROM TOP TO BOTTOM

Brinden Sillito | Chief Digital Officer

Payton Halls | Director of Digital

Camden Schow | Director of SEO



**INDUSTRY
INSIDER**
summit

ANALYZING THE MARKETING FUNNEL AT EACH STAGE

LIVING (AWARENESS PHASE)

The key at this stage is to capture the attention of the target audience and make them aware that a solution to their problem or a fulfillment of their desire exists.

LOOKING (CONSIDERATION PHASE)

The next stage is to cultivate their interest. At this point, they are gathering more information and comparing different options. Content that educates is effective at this stage.

BUYING (DECISION PHASE)

Potential customers are ready to make a decision but might still be considering multiple options. Use targeted content, special offers, or promotions to sway the decision in your favor.



BUILDING AWARENESS: INITIATING THE CUSTOMER JOURNEY

LIVING (AWARENESS PHASE)

This is where consumers start to identify a problem and start thinking about how to solve it. Consumers are asking themselves questions related to their needs, problems, or desires.

Questions your consumers might have while information gathering:

- Is there a better way to do this?
- What options are available to meet my needs?
- Are there any new solutions or technologies that could help me?
- Who else is experiencing similar challenges
- Why does this keep happening?

CHANNELS

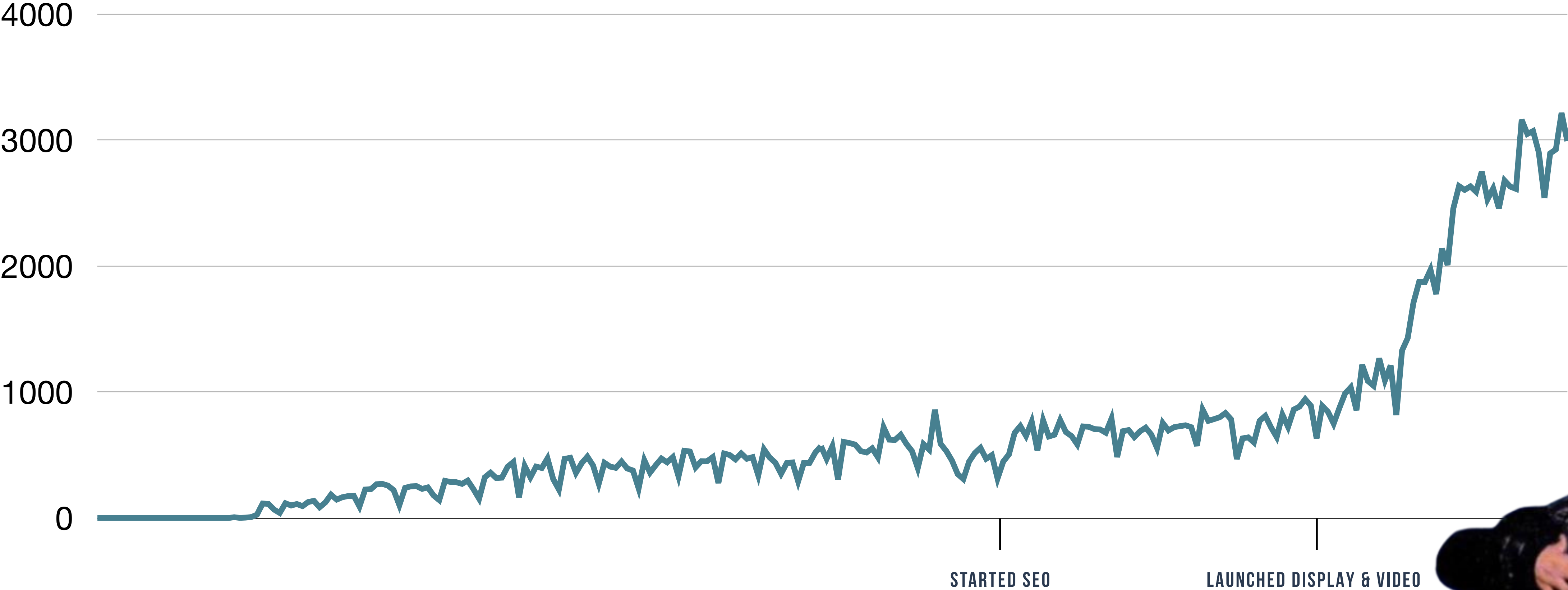
Display
Video
SEO
Social Media

KEY METRICS

Impressions
Views
Website Traffic



FEEDING THE FUNNEL



DATA SHOWING DIFFERENT MARKETING CHANNELS LAYERED TO BOOST AWARENESS



CAPTURING INTEREST: NAVIGATING THE CONSIDERATION STAGE

LOOKING (CONSIDERATION PHASE)

During this phase, consumers are trying to fully understand the product/service and evaluate if it aligns with their requirements. They seek clarity on the offering's pros and cons and if it is the most convenient way to solve their problem.

Questions your consumers might be asking:

- How is this different from other similar offerings?
- Will this product/offering meet my needs or solve my problem?
- What are the key features and benefits?
- Is this a reputable brand/company?
- What do the reviews and ratings say about the product/brand?

CHANNELS

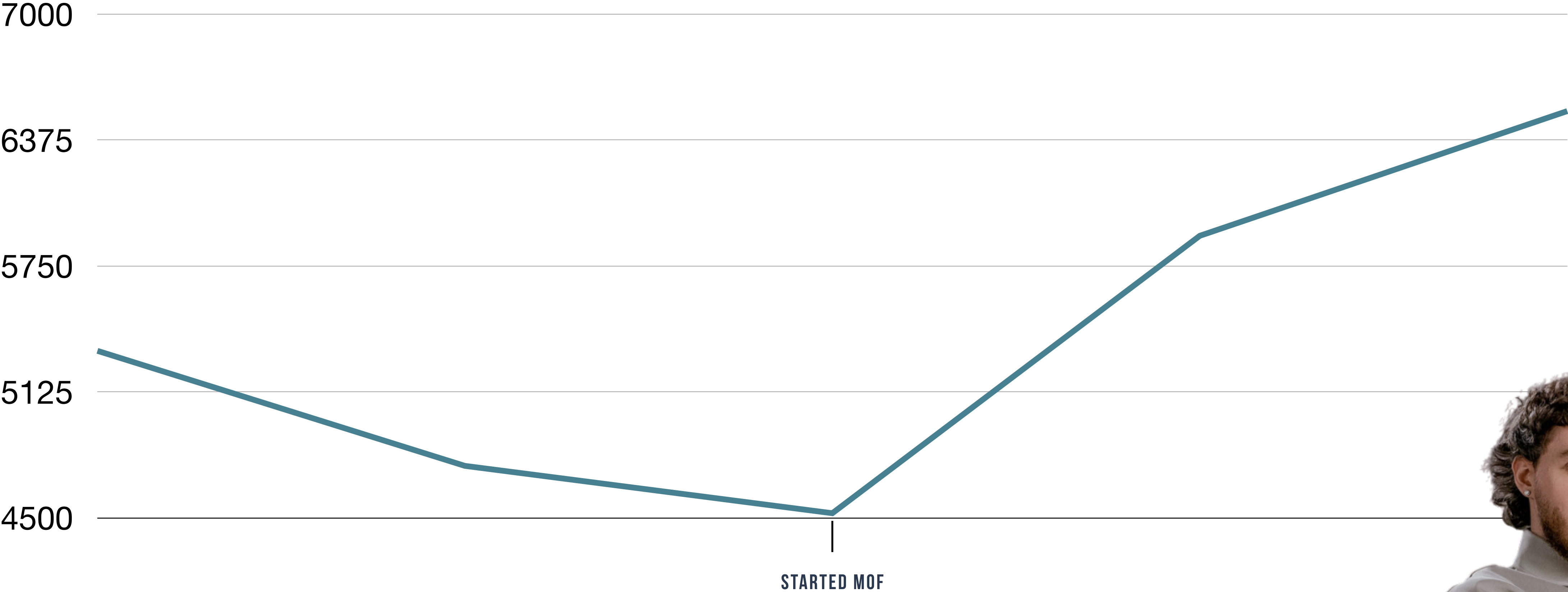
SEO
Paid Social
1st Party Data
Audience Accelerator

KEY METRICS

Product/Vehicle Views
Time on Site
Content Downloads
Micro Conversions
Any Other Engagement
Metric



CONSIDERING THE **OPTIONS**



DATA SHOWING GROWTH IN VDPS AFTER DEPLOYMENT OF MOF CHANNELS



SEALING THE DEAL: STRATEGIES FOR THE DECISION STAGE

BUYING (DECISION PHASE)

In this phase, consumers have decided on a product or service that best aligns with their needs. However, they have yet to fully commit to a purchase. They are evaluating the complete value proposition before committing to the purchase. Ensuring a smooth, transparent buying experience can help alleviate any last hesitations or barriers.

Questions your consumers might be asking:

- How do I make the purchase (online, in-store, phone, etc.)?
- Are there any discounts, promotions or bundles available?
- How long will it take to receive the product/service?
- What is the return/exchange policy in case I'm not satisfied?
- What kind of warranty or guarantee is provided?
- How does the checkout process work? Is it secure?
- What kind of customer support is available after purchase?

CHANNELS

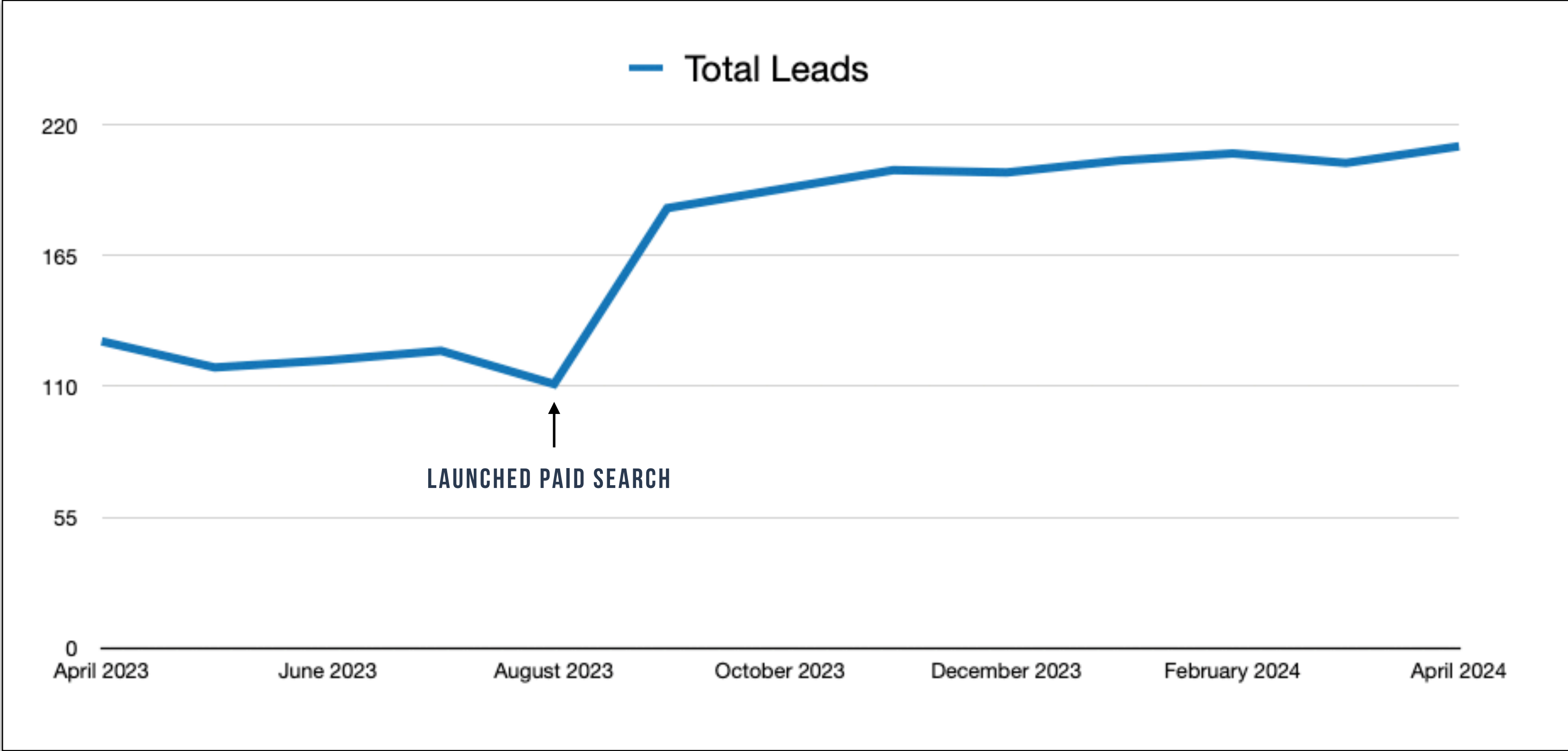
Paid Search
SEO
Paid Social
Email
1st Party Data

KEY METRICS

Leads
Phone Calls
Purchases
ROAS



CLOSING THE DEAL



KEY TAKEAWAYS

EACH STAGE HAS UNIQUE VALUE

Each stage of the marketing funnel has a specific purpose and they must work together. Optimal performance will not be achieved while focusing on only one stage.

KEY METRICS CHANGE BY STAGE

Key metrics vary significantly across different stages of the buyer's funnel, as each stage aims to achieve distinct objectives that guide potential customers from awareness to purchase and beyond.

THINK ABOUT THE CONSUMER JOURNEY

To optimize marketing outcomes, it's crucial to consider each phase of the consumer journey, from awareness through consideration to decision, as distinct stages with unique goals, strategies, and key performance metrics.

ACCELERATE YOUR GROWTH

VISIT OUR EVENT SITE TO VIEW THE RECORDING AND NOTES OF THIS PRESENTATION

maxconnectdigital.com/marketing/iis-recap



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